



## Market Research in India

### Impact of Research

Market information is the battleground of tomorrow. Everyone needs market information to succeed. Large multi billion dollar companies with large research budget can conduct research at big budgets, but in the same market, small and medium size business are trying to compete with these large competitors and they need market information.



### Execution Challenges

Conducting market research in India is partially science, partially art. Market information that is needed by companies is very sketchy. Internet and other communication tools that is mature in developed world is not systematically available. At the same time the market is growing at an unprecedented rate which changes the market landscape.

### eMpulse Experience

We have been helping many small and medium sized companies with Market Research in India using innovative techniques that involves secondary research that is combined with primary research and business savvy to deliver results.

### Goal: Understand Your Indian Customers by Conducting Market Research

Indian economy has grown at an exponential pace over the past two decades. Many Industries has moved from a mainly un-organized industry to a more professionally managed growth segment within India. It is very critical to understand your customers within the changing market so that you can maximize your profits within this new high opportunity environment.

### eMpulse Experience

eMpulse offers full service market research solutions that help you understand the construction and real estate market within India. We offer solutions up and down value streams of many industries. This includes companies that produce raw materials & also the end-user customers, and all services providers in-between. These industry has both organized and unorganized segments. We have experience with many large and small projects with different size of clients.

We conduct Market research in India to help with the following;

- India Product Launch
- India Brand Launch
- India Market Monitoring
- India Brand Monitoring

The range of services provided by eMpulse is based on a comprehensive delivery framework suited for market research in India. Clients can choose to use eMpulse for the complete range of services or can use the services on an a-la-carte basis to meet their specific needs of market research in India. The value delivered by eMpulse has a larger impact to clients' business because of the more holistic approach taken.

### eMpulse Facts

- One of the leading Market Research Agencies within the Indian Market
- Established in 2007, growing rapidly by delivering high quality research for the Indian customers



## Industries Served

Some of the industry sectors supported are;

- Consumer Research in India
- Industrial Research in India
- Telecommunication Research in India
- Retail Research in India
- HealthCare Research in India
- Food Industry Research in India
- Textile Research in India
- Education Research in India
- Real Estate & Construction Research
- Automotive Research in India
- Mass Media and Communications
- Financial Products Research in India
- Social Sciences Research in India
- Agriculture and Agro-Products



## Innovative Approach

eMpulse researchers have extensive experience in dealing with complex research problems. Business savvy is a critical component of developing meaningful research plans. In India, practical data collection challenges need to be managed, and eMpulse team has the skills to get your research completed with the most effective results.

## Case Study

### Situation

A leading multi-national hospital products manufacturing company was in the process of exploring a multi-crore investment in introducing a advanced technology hospital beds to cater to the premium hospitals. Market potential was unknown but assumed to be significant because of the growing segment of rich Indians which has led to the growth of these hospitals. They wanted to understand the market size and potential for the product in addition to customer segmentation and preferences. eMpulse was commissioned to carry out the research.

### Research Conducted

The project plan was developed by eMpulse to answer the key research questions. The strategic plans of the client along with their financial plans were understood. Secondary research was conducted on the healthcare industry as well as the Indian economy and its growth in general. Depth interviews were conducted with key decision makers within the hospital. This included discussions with CEOs, Vice Presidents, Purchasing Mangers, Doctors and Nurses. Survey data was collected from these customers. Data was analyzed by eMpulse analysts and a final report with actionable recommendations were delivered.

### Results

The market size was estimated which helped the client make decision on supply chain capacity. Market segmentation was conducted and key needs of the different segments were understood. Then detailed market strategy was recommended which helped the company develop a actionable marketing plan.

#### Client Value

The leaders of the multi-national client was able to make fact based decisions on the launch of their product. This helped them to position the product accurately in the market and develop a corresponding marketing plan.

The market information provided by the Market Research study within the Indian market helped improve the overall profitability of the parent company due to the success fo this product line.